



**BE BEEF  
PREPARED**



**Be Beef-Prepared**—with taste, convenience, and nutrition that delivers value and satisfaction when you need it the most.

**KEY MESSAGE #1**

**BE BEEF-PREPARED WHEN TIME IS TIGHT.**

**SUPPORTING TALKING POINTS:**

- Prepared beef products help to make delicious meals and snacks with ease.
- Since prepared beef products already are seasoned and/or cooked, they simplify food prep.
- Prepared beef products save consumer time, energy, stress, and help to get meals on the table faster.
- Throughout the global pandemic, several processed items, including sausage and frankfurters have continued to show double-digit volume/dollar gaps.
- Prepared beef offers value for people seeking family-friendly nutrition during challenging times.

**KEY MESSAGE #2**

**BE BEEF-PREPARED WHEN TIMES ARE ROUGH.**

**SUPPORTING TALKING POINTS:**

- When times get tough, consumers turn to prepared meats. That is one of the many remarkable data points tracked by 210 Analytics and IRI in the first weeks of the global pandemic in March 2020.
- Deli meat sales jumped as high as 40% over sales during the same week in mid-March 2019.
- Hot dog sales jumped as high as 127% over sales during the same week in mid-March 2019.

### KEY MESSAGE #3

## BE BEEF-PREPARED WHEN LOOKING TO PLEASE A RANGE OF TASTES AND PREFERENCES.

### SUPPORTING TALKING POINTS:

- There is something for everyone with prepared meats.
- Prepared beef products offer great versatility whether for breakfast, lunch or dinner, a snack, a main course, on a sandwich, or on their own.
- The prepared meats category is diverse and offers choices to meet nutrition needs, tastes, budgets and personal preferences.
- Thousands of products are available in the meat case and include low- and reduced-sodium products, low- and reduced-fat products, American Heart Association certified, organic and grass-fed options, Kosher and more.  
A range of AHA certified prepared products can be found on our nutrition website: [meatpoultrynutrition.org/productcenter](https://meatpoultrynutrition.org/productcenter)
- Consumers can search the products they prefer in our on-line, searchable product center at [MeatPoultryNutrition.org](https://MeatPoultryNutrition.org)

### KEY MESSAGE #4

## BE BEEF-PREPARED WHEN LOOKING FOR SOUND NUTRITION.

### SUPPORTING TALKING POINTS:

- Prepared beef has numerous nutrition benefits.
- Prepared beef products provide a convenient source of protein, vitamins and minerals.
- Because most prepared meats are pre-cooked, they offer consumers easy, on-the-go access to the nutrient density in meat.
- The iron and zinc in meats, including processed beef products, are also more bioavailable to the body than when derived from vegetarian sources.<sup>1</sup>
- Prepared meat is the original sustainable food, ensuring that the whole animal is used to provide nutrition and reduce food waste.



Funded by Beef Farmers and Ranchers

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1. Hunt JR. Bioavailability of iron, zinc, and other trace minerals from vegetarian diets. Am J Clin Nutr. 2003; 78, Issue 3: 633S-639S. <https://academic.oup.com/ajcn/article/78/3/633S/4690005> Accessed March 29, 2018.